

Commemorative Commission to Honor the Contributions of Virginia's Women
Executive Committee Meeting
August 31, 2018 – 11:00 AM
Senate Room 1, Virginia State Capitol

Meeting Notes

Members in attendance:

Nancy Rodrigues, Senator Whipple, Susan C. Schaar, Jacqueline Cook Hedblom, Lisa Hicks-Thomas and Dr. Sandra Treadway

Lisa Hicks-Thomas called the meeting to order

***Colleen gave the financial report** (see sheet)

-connected with Frances Broadus-Crutchfield and Mimi Abel Smith who each donated \$100K

-Total Obligated Funds

-state money on way to Foundation

-Sara Hunt (attached invoices from summer highlighting work)

-Jonas Courey = \$15k remaining, contract up in December 2018 (invoice attached)

-Charles Bennett, CBRE, contract not to surpass \$6,500, balance owed to date = \$3,185

-Total Anticipated Funds

-if install all 12 statues at one time would only cost \$79K

-Total Remaining to raise = \$1 million

-VCF Fundraising activities (see sheet)

-highlight: Keyanna Conner will do TEDx on Dec 8

-Two written grants identified by working with ModlinEllettAssociates

-Gap funding cultivation event for Mary Draper Ingles statue October 17

***Ruth Modlin Ellett, CFRE, ModlinEllettAssociates** (see attached doc)

-plan based on \$45K budget approved by Exec Committee

-requires different way of fundraising, pulls everything together in one package

-to get to \$1million in six months need to focus on major gifts, reaching out to donors

-to reach goal need to spend time with the 20% who give 80% (large gifts)

-Colleen to be primary contact between consultant and commission (see doc)

-must ensure 100% participation from commission members

-infrastructure of back office support and foundation work (pg 3)

-enhancing donor communications

-make sure message is consistent, training

-want to employ fundraising opportunities

Back Office Infrastructure

- takes functions from past and puts everything in one place
- Martina James Nalley will provide implementation support and donor database training. She will work to develop calendar of coordinated and targeted events with campaign team
- events very targeted
- see what foundations available
- need for “tool kit” for hosting event
- make trips worthwhile, who else to see in area and fill in on schedule
- biggest fundraising time from September-February

Foundation Funding for Fall 2018 Cycle

- budgeted for research to subscribe and see institutional donors
- bring on Laurie Rogers – writing and submitting proposals
- all relationship based

Enhance Campaign and Donor Communications

- bring on Maggi Tinsley
- make sure Case Statement is current
- update PowerPoint so presentation is up to date, will inspire donors

Wealth Screen Analysis

- bring on Nick Sollog- his fee will cover the eTapestry subscription fee and training
- have already yielded results for September 12th event
- eTapestry database – compiled list with people who have attended events, donors and prospects

Joe Damico, DGS, made an update (see sheet)

Susan Schaar moved that the Executive Committee convene in closed session to discuss matters pursuant to Section 2.2-3711 (A)(7) of the Code of Virginia pertaining contracts for the Women’s Monument. Lisa Hicks-Thomas seconded the motion. Nancy Rodrigues called for a vote to approve the motion. The motion was approved 6-0

Closed Session

Open Session

Sandy Treadway moved to end the closed session to discuss matters pursuant to Section 2.2-3711 (A)(7) of the Code of Virginia having to do with contracts for the Women's Monument. Ms. Schaar seconded the motion. Secretary Rodrigues called for a vote to approve the motion. The motion was approved 6-0.

Ms. Schaar moved to close the executive session and reconvene in an open meeting and to certify that only matters pursuant to Section 2.2-3711 (A)(7) of the Code of Virginia having to do with the contracts for the Women's Monument discussed by the Executive Committee during the closed session. Senator Whipple seconded the motion. Secretary Rodrigues called for a vote to approve the motion. The motion was approved by roll call vote 6-0.

Mary Margaret will moved to approve costumes as presented except Cockacoeske and to deputize Barbara Batson of the Library of Virginia to contact StudioEIS. The motion was seconded by Susan and approved 5-0 (Jacqueline Cook Hedblom not present).

Sandy Treadway moved to approve the presentation and authorize Colleen Messick to conclude the contract as outlined with ModlinEllettAssociates. It was seconded by Susan Schaar and approved 5-0.

Senator Whipple moved the Executive Committee adjourn. Ms. Schaar seconded the motion. The Committee adjourned 5-0.